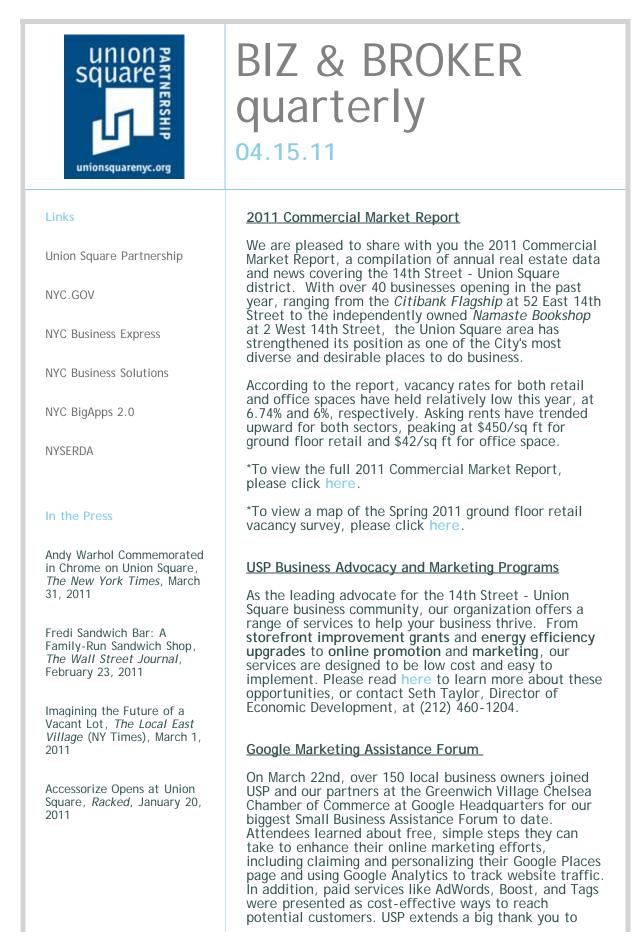
Brought to you by the Union Square Partnership (USP), <u>BIZ & BROKER Quarterly</u> is an e-newsletter featuring information and highlights on the district's commercial real estate and business market.



Google for hosting us, and to specialists Alex Abelin and Frederick Vallaeys for their terrific presentation, which can be downloaded here.

New Director of Economic Development

Seth Taylor recently joined the Union Square Partnership as Director of Economic Development. He succeeds William Kelley, who has joined the nearby Village Alliance as Executive Director. Seth comes to the USP from the Downtown Brooklyn Partnership, where he served as Business Services Manager for a local business improvement district. Seth looks forward to meeting and working with the business and real estate community in this dynamic, historic neighborhood. He can be reached by phone at (212) 460-1204 or by email staylor@unionsquarenyc.org.

Winter Coupon Book a Success!

According to participant feedback, 6% of our Winter Coupons were redeemed, representing over \$30,000 of purchases at Union Square restaurants and retailers and 8,000 visits to our District Deals website. YogaWorks reported a 30% membership conversion rate for customers who took advantage of their "free week of classes" deal. Other participants noticed increased attention from consumers via their newsletters and social media outlets. If you would like to submit a District Deal to be listed on our website, please email info@unionsquarenyc.org.

Take Advantage of Special Ad Rates with The Villager

The May 12, 2011 issue of *The Villager* will include a special "Focus on Union Square" supplement, and they are offering USP members 25% off their advertising rates. Contact Francesco Regini, Senior V.P. of Sales and Marketing, at (646) 452-2496 or francesco@thevillager.com by May 1, 2011.

Special Offer for Union Square Business Owners!

Free payment processing terminal, free contactless PIN pad, and free processing for up to 3 months when you sign up for Citi Merchant Services provided by First Data Merchants Services Corporation. The wave of customers who will soon be asking to pay for goods and services at your establishment with their smart-phone is coming soon. Ensure your business is ahead of the wave and call (718) 791-6770 today!

Participate in a Small Business Survey

The *Federal Reserve Bank of New York* is conducting a poll of small business owners to better understand how government can assist businesses with financing services and access to credit. To participate in the survey, please click here. Please note that the deadline to take the survey is April 28, 2011.

Our Mailing Address is:

4 Irving Place Rm. 1320-S New York, NY 10003

follow on Twitter | friend on Facebook | forward to a friend

unsubscribe from this list | update subscription preferences | view email in browser